



WKMG

# ORDER

Print Date 10/25/12 Page 1 of 11

Flight Dates 10/30/12-11/05/12

Contract / Revision

263029 /

AMERICAN CROSSROADS

Original Date / Revision

10/25/12 10/25/12

Agency Com 15%

Billing Contact

Advertiser POL/American Crossroads

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1274

Alt Order # 06396417

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 270550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	112	\$229,967.50	\$270,550.00	0.00
Totals	112	\$229,967.50	\$270,550.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	112	\$229,967.50	\$270,550.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WKMG	10/30/12	10/30/12	Morn News at 5a Morn News at 5a	CM	5-530a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$500.00		0.00			
E 2	WKMG	10/31/12	10/31/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$500.00		0.00			
E 3	WKMG	11/01/12	11/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$500.00		0.00			
E 4	WKMG	11/02/12	11/02/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	11/02/12	11/02/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--					1	\$500.00		0.00		
E 5	WKMG	11/05/12	11/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	1-----	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$850.00		0.00		
E 6	WKMG	10/30/12	10/30/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----					1	\$800.00		0.00		
E 7	WKMG	10/31/12	10/31/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----					1	\$800.00		0.00		
E 8	WKMG	11/01/12	11/01/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$800.00		0.00		
E 9	WKMG	11/02/12	11/02/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--					1	\$800.00		0.00		
E 10	WKMG	11/05/12	11/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$1,100.00		0.00		
E 11	WKMG	10/30/12	10/30/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----					1	\$1,000.00		0.00		
E 12	WKMG	10/31/12	10/31/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----					1	\$1,000.00		0.00		
E 13	WKMG	11/01/12	11/01/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$1,000.00		0.00		
E 14	WKMG	11/02/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--					1	\$1,000.00		0.00		
E 15	WKMG	11/05/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00		
E 16	WKMG	10/30/12	10/30/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	10/30/12	10/30/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$700.00		0.00				
E 17	WKMG	10/31/12	10/31/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--1----			1		\$700.00		0.00				
E 18	WKMG	11/01/12	11/01/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---1---			1		\$700.00		0.00				
E 19	WKMG	11/02/12	11/02/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$700.00		0.00				
E 20	WKMG	11/05/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$1,000.00		0.00				
E 21	WKMG	10/30/12	10/30/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$500.00		0.00				
E 22	WKMG	10/31/12	10/31/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--1----			1		\$500.00		0.00				
E 23	WKMG	11/01/12	11/01/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---1---			1		\$500.00		0.00				
E 24	WKMG	11/02/12	11/02/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$500.00		0.00				
E 25	WKMG	11/05/12	11/05/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	1-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$750.00		0.00				
E 26	WKMG	10/30/12	10/30/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$700.00		0.00				
E 27	WKMG	10/31/12	10/31/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--1----			1		\$700.00		0.00				
E 28	WKMG	11/01/12	11/01/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/12	11/07/12	---1---			1		\$700.00		0.00				



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Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WKMG	11/01/12	11/01/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	---1---	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$700.00		0.00		
E 29	WKMG	11/02/12	11/02/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	----1--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--					1	\$700.00		0.00		
E 30	WKMG	11/05/12	11/05/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$1,150.00	P-3	0.00 NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$1,150.00		0.00		
E 31	WKMG	10/30/12	10/30/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----					1	\$1,800.00		0.00		
E 32	WKMG	10/31/12	10/31/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----					1	\$1,800.00		0.00		
E 33	WKMG	11/02/12	11/02/12	Fri Amer Tks Parade No Show	CM	11a-12p	----1--	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--					1	\$1,800.00		0.00		
E 34	WKMG	10/30/12	10/30/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----					1	\$1,500.00		0.00		
E 35	WKMG	10/31/12	10/31/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----					1	\$1,500.00		0.00		
E 36	WKMG	11/01/12	11/01/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$1,500.00		0.00		
E 37	WKMG	11/02/12	11/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----1--					1	\$1,500.00		0.00		
E 38	WKMG	11/05/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$2,000.00		0.00		
E 39	WKMG	10/30/12	10/30/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----					1	\$1,500.00		0.00		
E 40	WKMG	10/31/12	10/31/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----					1	\$1,500.00		0.00		



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Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 40	WKMG	10/31/12	10/31/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--1----			1		\$1,500.00		0.00				
E 41	WKMG	11/01/12	11/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---1---			1		\$1,500.00		0.00				
E 42	WKMG	11/02/12	11/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$1,500.00		0.00				
E 43	WKMG	10/30/12	10/30/12	2-3p The Talk The Talk	CM	2-3p	-1-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$1,200.00		0.00				
E 44	WKMG	11/01/12	11/01/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---1---			1		\$1,200.00		0.00				
E 45	WKMG	11/02/12	11/02/12	2-3p The Talk The Talk	CM	2-3p	----1--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$1,200.00		0.00				
E 46	WKMG	11/05/12	11/05/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$1,200.00		0.00				
E 47	WKMG	10/30/12	10/30/12	3-4p Doctors The Doctors	CM	3-4p	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-1-----			1		\$500.00		0.00				
E 48	WKMG	10/31/12	10/31/12	3-4p Doctors The Doctors	CM	3-4p	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--1----			1		\$500.00		0.00				
E 49	WKMG	11/01/12	11/01/12	3-4p Doctors The Doctors	CM	3-4p	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---1---			1		\$500.00		0.00				
E 50	WKMG	11/02/12	11/02/12	3-4p Doctors The Doctors	CM	3-4p	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$500.00		0.00				
E 51	WKMG	11/05/12	11/05/12	3-4p Doctors The Doctors	CM	3-4p	1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$900.00		0.00				
E 52	WKMG	10/30/12	10/30/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WKMG

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Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 52	WKMG	10/30/12	10/30/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----			1			\$700.00		0.00			
E 53	WKMG	10/31/12	10/31/12	4-430p Extra Extra	CM	4-430p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----			1			\$700.00		0.00			
E 54	WKMG	11/01/12	11/01/12	4-430p Extra Extra	CM	4-430p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---			1			\$700.00		0.00			
E 55	WKMG	11/02/12	11/02/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--			1			\$700.00		0.00			
E 56	WKMG	11/05/12	11/05/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1			\$1,000.00		0.00			
E 57	WKMG	10/30/12	10/30/12	430-5p Inside Edition Inside Edition	CM	430-5P	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----			1			\$800.00		0.00			
E 58	WKMG	10/31/12	10/31/12	430-5p Inside Edition Inside Edition	CM	430-5P	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----			1			\$800.00		0.00			
E 59	WKMG	11/01/12	11/01/12	430-5p Inside Edition Inside Edition	CM	430-5P	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---			1			\$800.00		0.00			
E 60	WKMG	11/02/12	11/02/12	430-5p Inside Edition Inside Edition	CM	430-5P	----1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--			1			\$800.00		0.00			
E 61	WKMG	11/05/12	11/05/12	430-5p Inside Edition Inside Edition	CM	430-5P	1-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1			\$1,100.00		0.00			
E 62	WKMG	10/30/12	10/30/12	News at 5p News at 5p	CM	5-530p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----			1			\$1,000.00		0.00			
E 63	WKMG	10/31/12	10/31/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----			1			\$1,000.00		0.00			
E 64	WKMG	11/01/12	11/01/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---			1			\$1,000.00		0.00			



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Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1274**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 64	WKMG	11/01/12	11/01/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,000.00		0.00			
E 65	WKMG	11/02/12	11/02/12	News at 5p News at 5p	CM	5-530p	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$1,000.00		0.00			
E 66	WKMG	11/05/12	11/05/12	News at 5p News at 5p	CM	5-530p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
E 67	WKMG	10/30/12	10/30/12	530-6p The Insider Insider	CM	530p-6p	-1-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$900.00		0.00			
E 68	WKMG	10/31/12	10/31/12	530-6p The Insider Insider	CM	530p-6p	--1----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$900.00		0.00			
E 69	WKMG	11/01/12	11/01/12	530-6p The Insider Insider	CM	530p-6p	---1---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$900.00		0.00			
E 70	WKMG	11/02/12	11/02/12	530-6p The Insider Insider	CM	530p-6p	----1--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$900.00		0.00			
E 71	WKMG	11/05/12	11/05/12	530-6p The Insider Insider	CM	530p-6p	1-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 72	WKMG	10/30/12	10/30/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,400.00		0.00			
E 73	WKMG	10/31/12	10/31/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,400.00		0.00			
E 74	WKMG	11/01/12	11/01/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,400.00		0.00			
E 75	WKMG	11/02/12	11/02/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$1,400.00		0.00			
E 76	WKMG	11/05/12	11/05/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Flight Dates 10/30/12-11/05/12

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Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 76	WKMG	11/05/12	11/05/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
E 77	WKMG	10/30/12	10/30/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$4,000.00		0.00			
E 78	WKMG	11/01/12	11/01/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$4,000.00		0.00			
E 79	WKMG	11/05/12	11/05/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$8,000.00		0.00			
E 80	WKMG	10/30/12	10/30/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,800.00		0.00			
E 81	WKMG	10/31/12	10/31/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,800.00		0.00			
E 82	WKMG	11/01/12	11/01/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,800.00		0.00			
E 83	WKMG	11/02/12	11/02/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$1,800.00		0.00			
E 84	WKMG	10/30/12	10/30/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,800.00		0.00			
E 85	WKMG	10/31/12	10/31/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,800.00		0.00			
E 86	WKMG	11/01/12	11/01/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	---1---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,800.00		0.00			
E 87	WKMG	11/02/12	11/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	----1--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$1,800.00		0.00			
E 88	WKMG	11/05/12	11/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$2,500.00		0.00			





WKMG

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Contract / Revision

263029

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 88	WKMG	11/05/12	11/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$2,500.00		0.00			
E 89	WKMG	10/30/12	10/30/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$3,000.00		0.00			
E 90	WKMG	10/31/12	10/31/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$3,000.00		0.00			
E 91	WKMG	11/01/12	11/01/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$3,000.00		0.00			
E 92	WKMG	11/02/12	11/02/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$3,000.00		0.00			
E 93	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$3,000.00		0.00			
E 94	WKMG	10/30/12	10/30/12	M-F David Letterman David Letterman	CM	1136p-1238a	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$1,000.00		0.00			
E 95	WKMG	10/31/12	10/31/12	M-F David Letterman David Letterman	CM	1136p-1238a	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$1,000.00		0.00			
E 96	WKMG	11/01/12	11/01/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$1,000.00		0.00			
E 97	WKMG	11/02/12	11/02/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$1,000.00		0.00			
E 98	WKMG	11/05/12	11/05/12	M-F David Letterman David Letterman	CM	1136p-1238a	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
E 99	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$18,000.00		0.00			
E100	WKMG	10/30/12	10/30/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$17,000.00	P-3	0.00	NM	1	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$17,000.00		0.00			



WKMG

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Contract / Revision

263029

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1274

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E100	WKMG	10/30/12	10/30/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$17,000.00	P-3	0.00	NM	1	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$17,000.00		0.00			
E101	WKMG	10/30/12	10/30/12	Tue Prime 10p Vegas	CM	10-11p	-1-----	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$12,000.00		0.00			
E102	WKMG	11/01/12	11/01/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$18,000.00		0.00			
E103	WKMG	11/01/12	11/01/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$15,000.00		0.00			
E104	WKMG	11/01/12	11/01/12	Thu Prime 10p Elementary	CM	10-11p	---T---	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$15,000.00		0.00			
E105	WKMG	11/02/12	11/02/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$15,000.00		0.00			
E106	WKMG	11/03/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$400.00		0.00			
E107	WKMG	11/03/12	11/03/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$600.00		0.00			
E108	WKMG	11/03/12	11/03/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$1,500.00		0.00			
E109	WKMG	11/04/12	11/04/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$400.00		0.00			
E110	WKMG	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$4,000.00		0.00			
E111	WKMG	11/04/12	11/04/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$4,000.00		0.00			
E112	WKMG	11/04/12	11/04/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$20,000.00	P-3	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$20,000.00		0.00			



WKMG

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Contract / Revision    **263029**    Flight Dates **10/30/12-11/05/12**    Hiatus Dates  
Original Date / Revision    10/25/12/    10/25/12    Order Sep    00:15:00  
Advertiser    **POL/American Crossroads**    Product **AMERICAN CROSSROADS**    Estimate #    **1274**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E112	WKMG	11/04/12	11/04/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$20,000.00	P-3	0.00 NM	1	\$20,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----1	1		\$20,000.00		0.00							
													<b>Totals</b>	<b>112</b>	<b>\$270,550.00</b>